

Action for M.E. Community Fundraising Officer Application Pack



Thank you for considering joining Action for M.E.

Myalgic Encephalomyelitis (M.E.) has been neglected and stigmatised for decades. It affects hundreds of thousands of adults and children in the UK alone but the continued lack of investment means there is no cure and no effective treatments.

For the first time there is an increased awareness of post viral illness because of the Covid -19 pandemic. After decades of neglect this offers Action for M.E. an opportunity to accelerate our work for people with M.E. in a way we have never been able to do before.

There are at least 250,000 people currently known to be diagnosed with M.E. The life-changing symptoms experienced by people with M.E. are being mirrored by more than half of those with Long Covid, now an estimated 2 million people in the UK alone.

We have identified areas where there is a critical lack of understanding and a severe unmet need and we have taken the decision to make a significantly increased investment in our work; to accelerate the M.E research agenda; to increase the support in the healthcare and advocacy services we offer; and to do all we can to ensure the government address the neglect and health inequity faced by people with M.E.

Our 2022 – 2027 strategy [Shaping our future together](#) sets out our ambition to end the ignorance, injustice and neglect of children and adults with M.E. By working together with the M.E. community and focusing on the most urgent and important challenges, we will accelerate change for people with M.E. on a greater scale than has been know before.

We have a talented and committed team at Action for M.E. where we encourage collaboration and support development and growth. I am delighted that you are considering this role and I hope this pack shows you the part that you can play in ending the neglect of M.E. for good.



Sonya Chowdhury
Chief Executive

Our values

Shared values are held with high regard in our organisation and reflect how we seek to work with our supporters, partners and other key stakeholders. They reflect the attitudes, beliefs and behaviour that we value in each other and underpin our whole approach and culture.



About us

We believe every child and adult with M.E. (sometimes also called Chronic Fatigue Syndrome or CFS) and their families should have access to the care and support they need at the time they need it.

We are a fast-paced organisation that provides support to people with M.E., carers and professionals while working to secure change for the future.

Our vision

A world without M.E.

Our mission

Our mission is empowering people with M.E. to fulfil their potential and secure the care and support they need, while working towards a greater understanding of the illness and ultimately a cure.

We are the only M.E. charity that provides direct support services for children and adults in the UK as well as their families and professionals working with them; alongside funding ground-breaking research and working to change the policies and investment that will result in meaningful change.

For decades people with M.E. have been neglected due to stigma and a lack of investment. This has led to damaging medical guidelines in the treatment of M.E., minimal services to support people with M.E., and a catastrophic lack of research investment.

Our strategy

People with M.E. are at the heart of everything we do.

In our 2022 – 2027 strategy, we set out four ambitious outcomes which we believe will help us end the decades of ignorance, injustice and neglect faced by people with M.E.

Underpinning each ambition is our focus on ensuring we reach underserved communities, so they have better access to healthcare, information and services.

1. The lives of people with M.E. are improved by effective access to the information, support and advocacy they need.
2. The health of people with M.E. is improved via access to our holistic Healthcare Services, and the National Institute for Health and Care Excellence guideline for M.E. being effectively implemented across NHS services.
3. Increased funding for high-quality research by more researchers leads to effective treatments for M.E.
4. The UK Government establishes and leads a national strategy for M.E.

Our people

President

Clare Francis MBE

Chair of Board of Trustees

Roger Siddle

Board of Trustees

We are an organisation led by people affected by M.E., for people affected by M.E. We aim to have a minimum of 51% of our Trustees who have, or have had, M.E. themselves. Our Trustees are unpaid and meet at least four times a year and many sit on one of our four sub-committees.

Our team

We have a staff team of 40 and approximately 70 volunteers who support our work in a number of different ways. Our head office is in Keynsham (between Bath and Bristol) and we have members of the team located across the UK, including Scotland, working remotely.

Our services

We provide free Information and Support, Advocacy and Family Support services for adults, children and young people with M.E., and their loved ones. Our Healthcare Services clinical team includes a doctor, physiotherapists, counsellors and chaplains, offering individually tailored whole-person care.

While our Information, Support and Advocacy team does not recommend any specific treatments or management approaches, our Healthcare Services team works with individual patients to offer personalised advice, care and support. We are not able to offer specialist legal, employment or medical advice, or specialist mental health support; instead, we signpost to specialist organisations that do.

Our resources and peer-support

We have lots of information and support on all aspects of living with M.E. Our booklets and factsheets are available for free online, or we can be sent by post or email, on topics including but not limited to:

- symptom management and accessing health services
- welfare benefits processes, rights and entitlements
- accessing social care
- liaising with your child's school
- getting reasonable adjustments at work.

Our peer-support forums for adults with M.E. and 18s and under with M.E. are free to join and users tell us they feel better supported, and less isolated.

Job summary

Job title	Community Fundraising Officer
Responsible to	Fundraising Operations Manager
Salary	£25,510 FTE (£20,408 actual)
Hours of work	Part time (28 hours per week) We consider part-time/job-share and flexible working requests including condensed hours
Annual leave	30 days pro rata + 8 bank holidays per year
Office Base	Location is fully flexible with option to be home based or hybrid. Office base is in Keynsham, Bristol BS31.

Job purpose

You will work under the direction of the Fundraising Operations Manager and as part of the fundraising team, to deliver our community fundraising programme. This is a busy and exciting role which would suit someone who is enthusiastic and has excellent communication skills. Experience in fundraising is desirable but not essential as full training will be provided, and you will be working alongside an experienced fundraising team.

This post will play a crucial part in helping the charity to end the ignorance, injustice and neglect experienced by people with M.E., as you will be supporting our fundraisers to maximise income generation and raise awareness.

Key duties

Community Fundraising

- To be the main point of contact for our fundraisers. Providing high quality stewardship, dealing with a variety of enquiries, solving problems, and ensuring consistent and clear communication at all times.
- To co-ordinate, promote and recruit for all fundraising events (including Bond events like London Marathon and Great North Run.)
- To manage external fundraising platforms, such as JustGiving and Enthuse.
- Work with the fundraising team to ensure all community income is recorded accurately.
- Work with the communications team to promote fundraising across all channels, including our membership magazine, InterAction, social media channels and our own website.
- Proactively seek new fundraising ideas and initiatives to increase engagement and income, while following best practise as recommended by the Institute of Fundraising.

- Work with the Fundraising Operations Manager and the wider team to maximise fundraising potential using data and donor insights/feedback, focusing on (but not limited to) the Community Fundraising income stream.
- Maintain a high standard of data quality and record keeping on our database, ensuring our fundraising processes and procedures are applied in line with all regulatory and governance requirements including GDPR and those of the Fundraising Regulator.
- Work alongside the fundraising team to deliver our strategy and workplans, including involvement in projects and fundraising campaigns

Other Duties

- To attend and contribute constructively to team meetings and other meetings as required
- To positively promote the work and activities of Action for M.E. at all times
- To ensure that all supporters are valued.
- To contribute to the team's overall, ongoing and annual planning and budgeting.
- To ensure that all internal and external communications are consistent with the Action for M.E. brand.
- Representing the charity at public events if required.
- To keep up to date with best practice in fundraising and comply with relevant legislation and regulation and to work within the organisation's policies and procedures, and ensure that good practice is observed
- To undertake any other duty within your ability and within reason, as may be required from time to time, at the direction of your line manager or the Director of Fundraising & Development
- Act as an advocate for the Charity and its work and contribute to raising the profile of M.E.

Working with others

- Develop and maintain relationships with supporters, a wide range of staff and volunteers
- Support colleagues and contribute to the overall income generation strategy and planning process.

Person specification

Experience and knowledge

- Demonstrable skills in building relationships with customers, or stewarding supporters or donors.
- Experience of using a CRM database
- Knowledge of data protection requirements relevant to the role
- Experience of working in a fundraising environment (desirable)
- An understanding of M.E./CFS, the impact on people affected by it and associated current political, health, policy and social issues (desirable)

Skills and behaviours

- Excellent written and verbal communication and interpersonal skills including a good telephone manner
- A confident multitasker who is comfortable dealing with a variety of enquiries
- Ability to use own initiative, work independently and to work well in a team
- Ability to develop systems, maintain records and meet policy and procedure requirements
- Strong MS Office skills including the ability to use Word, Excel, databases and web-related programmes and software

Attitudes and values

- Perseverance
- Enthusiasm
- Integrity
- Openness

Key competencies

- Effective communicator
- Results driven
- Collaborative

Terms and conditions

Outlined below are some of the main terms and conditions of employment relevant to all employees of Action for M.E.

1. Probation

All posts are subject to three months' probation. During this probationary period, either party may give the other one week's notice in writing to terminate the employment. After successful completion of the probationary period, the notice stated on your contract of employment will apply.

2. Annual leave

The holiday year runs from 1 April to 31 March. In each holiday year in addition to bank and statutory holidays the holiday entitlement for a full time employee is 30 days (includes 3-4 days to be taken at Christmas as directed when the office is shut).

3. Pension scheme

Action for M.E. operates a group pension scheme on an auto-enrolment basis. All employees will join the scheme on the completion of three month's service unless they choose to opt-out. Action for M.E. will pay a pension contribution which is currently 4% of salary. Action for M.E. will not pay into a personal pension scheme.

4. Salary payment

Salaries are paid on the 24th day of each month, by direct credit transfer into a bank or building society.

5. Flexibility & Wellbeing

This post may require working outside of normal office hours and travel to attend meetings and events within the UK, including occasional overnight stays. We offer a flexible working model, in accordance with six working principles developed by the team. We also provide access to an Employment Assistance Programme and an optional monthly wellbeing session for all colleagues, regardless of hours worked with sessions determined by the team.

How to apply:

Applications should be submitted via our recruitment website. Along with your CV your cover letter should, in no more than two A4 pages, explain your reason(s) for applying for this role and how you fit **all** aspects of the person specification set out above.

Strong applicants will list each person specification bullet point related to experience, skills and behaviours and provide evidence of how they meet each of these criteria. If you are applying on a job-share basis, please indicate your preferred working hours per week in your application.

We are proud to be a member of the Disability Confident scheme and offer a guaranteed interview to applicants who can clearly demonstrate, via their written application, that they meet **all** essential criteria set out in the person specification.

Should you have any questions about the role, or require any reasonable adjustments to the recruitment process, please don't hesitate to contact our recruitment team on recruitment@actionforme.org.uk

Please note that any applications sent directly to any Action for M.E. mailbox will not be considered.

Application timetable

Deadline for applications	Midday, 24 June 2024
Shortlisting	25 June 2024
Interviews (to be held online via Teams)	2 July 2024



Cover image shows, top left to right: Jake, Ian, Paul, Dan, Chris, Rich and Matt who ran and cycled the virtual length of America's Route 66 highway – 2,280 miles - to raise £4,500 for Action for M.E.; Christmas Angels knitted by our supporters to send to young people with the condition; the ME/CFS Priority Setting Partnership research project logo; Olivia, who has had M.E. for ten years, taking part in our 2021 #yearsinlockdown campaign.

*Bottom left to right: Prof Chris Ponting, patient representative Andy Devereux-Cooke, Solve ME/CFS Chief Scientific Officer Dr Sadie Whittaker and Action for M.E. CEO Sonya Chowdhury at a webinar for DecodeME, the world's largest M.E. DNA study; the campaign banner for our Big Give Christmas Challenge; *InterAction*, our membership magazine, described by many readers as a lifeline.*